

reSTORE DC

DC MAIN STREETS

Proven Cross-Promotion Activities

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Retail-based promotions

- Make a postcard with the names and pictures of your business and three other businesses. Put the postcards on the registers in all four stores.
- Create a “frequent buyer” card where customers receive a stamp for buying something in each of 7 stores. Include a map of the district and where the businesses are located. Frequent buyers are eligible to redeem points for prizes, discounts, gifts...
- Create a monthly evening event where customers can get discounts from area retailers.
- Retailers (or restaurants) seek out nearby restaurants (or retailers) and exchange promotional materials or coupons. The name of the business that gives out the coupons should be stamped on the back so that the business that redeems the coupons can track where they are coming from. This will also give you information about who shops at your store.
- Find a retailer that sells similar products but not the same brands and begin make referrals. Ask the customer to mention the name of the referring business ... "Tell them that XYZ Business sent you. Here's my card."
- Newspaper Profile: Develop local newspaper column where business profiles can be written by other local proprietors.
- Washing & Waiting: Anyone waiting for laundry to finish its cycle can go to ice cream store/Chinese Food/coffee shop/book store for a dollar off an item.
- Back to School Basics: Universities provide a large base of consumers. If your district is located near a college or university, create Student Discount Card to draw student shoppers into community: Make Tuesday Ice Cream Night; Wednesday is Coffee Club Night; Saturday is DIY Day at Hardware Store, where a class is taught how to install shelves, frame pictures, etc. Get students to convene at local places as a social outlet.

Restaurant-based promotions

- Music & Dining: Restaurant guarantees all customers their meal and service will be completed by 7:30 pm for live music performance beginning at local art gallery.
- Lunch & Loiter: Voucher for \$2 off shopping purchase at _____ between noon and 3 pm if buying lunch at a designated restaurant.
- Combo Deal: Purchase burrito and rent a video at local stores- Combo costs \$8 (separately, the burrito is \$6 and video rental is \$4). Video may be rented at any time.

Neighborhood-based promotions

- Business Directory: Make it easy for shoppers to do their own cross promotion (they know what they need- lead them to it). Most humans can remember about 3 or 4 tasks- think of a Business Directory as a Neighborhood Shopping List.
- Neighborhood Business District advertises as a group (rather than individual businesses) in local newspaper: “Visit _____” theme.
- Membership Card: Entitles Bearer to discounts good only with annual membership. Have all local vendors agree to participate in program. Membership card has annual cost of \$____: fees collected support local Main Street. Can also be done in cooperation with other neighborhoods.
- We’ve got to Start Meeting Like This: Give people basic reasons to meet in Brookland that are widely accepted to all strategies. Is it bicycle and pedestrian-friendly? Entice visitors through bike racks, good trails, and dog water bowls.

Main Street Cross-Promotion Strategies

- Design/Promotions—Design Committee wants to repair and replace exterior lighting (or paint, or pressure wash) to improve neighborhood image. Promotions committee develops promotional “before/after” materials. Shops along the entire street benefit from the improvements.
- Design/Economic Restructuring—Inside and Out. Design Committee assists with façade improvements while assisting business with store layout, lighting, and merchandise.
- ER/Promotions Partnership—Survey local shoppers to determine which stores customers are aware of, and which stores they are not aware of. Incorporate this into the overall neighborhood revitalization strategy for marketing and design. Develop a newspaper column on “hidden treasures” (under-recognized businesses).

What do the big boys do?

- Valet Parking
- Validate Parking
- Shopping Directory Sign
- Sidewalk Sales
- Gift Certificates and Movie Passes

What do you get when you cross a _____ with a _____?

Art gallery

Laundromat

House and garden tour

Running club

Easter egg hunt

Restaurant

Book store

Bicycle shop

Brew pub

Sidewalk sale